



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.09

Required Report - public distribution

**Date:** 2/5/2004

**GAIN Report Number:** CH4801

## China, Peoples Republic of

### ATO ACTIVITIES reports

### ATO Shanghai Promotional Opportunities Report

### 2004

**Approved by:**

Ross Kreamer  
U.S. Consulate

**Prepared by:**

Xu,Min

---

**Report Highlights:**

This report provides a complete list of market-development activities, such as trade shows, retail promotions and trade teams, that the ATO Shanghai plans to participate in over the period from February through October 2004. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or ATO Shanghai for additional information.

---

Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Shanghai ATO [CH2]  
[CH]

**TABLE OF CONTENTS:**

<b>I. FAS/USDA Endorsed Trade Shows .....</b>	<b>3</b>
<b>II. Other Trade Shows .....</b>	<b>3</b>
<b>III. Other Promotional Activities .....</b>	<b>5</b>
A. In-Store and Food Service Promotions .....	5
B. Trade Missions .....	8
C. Trade Reception .....	9
<b>IV. Post Contact and Further Information.....</b>	<b>9</b>

## Disclaimer:

The promotional activities listed below are provided for informational purposes only. No endorsement is implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

**I. FAS/USDA Endorsed Trade Shows**

U.S. exporters and other organizations interested in participating in FAS/USDA Endorsed Trade Shows should contact the respective organizers listed beneath each individual event, or alternatively, communicate with the FAS/USDA Trade Show Office based in Washington D.C.: Ms. Khaliaka Meardry, Mail Stop 1052 Room 4646 1400 Independence Ave., S.W., Washington, D.C. 20250-1052, Phone: 202-720-3065, Fax: 202-690-4374, E-mail: khaliaka.Meardry@usda.gov.

**Food Ingredients Asia - China 2004**

Date: March 23 - 25, 2004

Venue: Everbright Convention & Exhibition Center, Shanghai

Last year's CMP-organized FIA turned out to be a success after its de-facto divorce from the Chinese partner. The show has become an established food ingredients event for food processing sector in China. ATO Shanghai will organize an information service center and provide support for U.S. companies involved in this show.

Contact: Mr. Martijn van Dijk, Expoconsult B.V. trading as CMP Information, P.O. Box 200, 3600 AE Maarssen, The Netherlands, Tel.: ++31 346 5594444, Fax: ++31 346 573811, Email: Mvandijks@cmpinformation.com, Internet: www.fi-events.

**SIAL China 2004**

Date: March 30 – April 1, 2004

Venue: Shanghai New International Exposition Centre of Pudong, Shanghai

Due to the SARS outbreak in China in Spring 2003, SIAL 2003 was postponed to the spring of 2004. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to the HRI and retail sectors. While SIAL has an excellent reputation in Europe and South America, the China show is perhaps less widely known because it competes with the more firmly established Food & Hotel China. However, the show organizers have succeeded in attracting China's leading retailers, including the country's top foreign retailer, Carrefour of France. In forging a relationship with Carrefour, Exposium has gained popularity with international exhibitors by organizing meetings and seminars with key managers of the well-positioned retail chain. In an effort to ensure high-quality visitors, SIAL 2004 will be held in the expansive new Shanghai International Exposition Centre in Pudong. ATO Shanghai will provide support services to U.S. exhibitors including an on-site booth within the U.S. Pavilion, a market briefing, supermarket tour, and a trade reception.

Contact: Ms. Lillian Lee, Exposium China, Unit 710, Union Plaza, 20 Chaoyangmenwai Dajie, Beijing 100020; Phone: (86-10) 6587-2510, 6587-2511, Fax: (86-10) 6587-2512, E-mail: eucimat@public.bta.net.cn or Mr. François Gros, IMEX Management, Inc. (U.S. Representatives for Exposium), 505 East Boulevard, Suite 200, Charlotte, NC 28203; Phone: (704) 365-0041, Fax: (704) 365-8426, E-mail: exposium@imexmgt.com, or Ms. Anne Capdevielle, Exposium, 1, rue du Parc, 92593 Levallois-Perret Cedex, France; Phone: (33-1) 49 68 54 22, (33-1) 49 68 54 11, E-mail: acapdevielle@exposium.fr, Internet: www.sial.fr, www.exposium.com

**II. Other Trade Shows**

U.S. exporters and other organizations interested in participating in any of the trade shows listed below should contact the respective organizers listed beneath each individual event, or alternatively, communicate with ATO Shanghai for additional information.

**WoodMac China 2004**

Date: February 17 - 20, 2004

Venue: Intex Convention Center & Shanghai Mart, Shanghai

This well-established show provides a good forum on forestry products and woodworking machinery, specifically focusing on equipment and supplies for timber construction and furniture production. This year's show will be held in conjunction with FurniTek China and WoodBuild China.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: [nancy@hkesmontnet.com.hk](mailto:nancy@hkesmontnet.com.hk) or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: [Comtours@aol.com](mailto:Comtours@aol.com); internet: <http://www.woodmacchina.net>.

**Pet Fair Asia 2004**

Date: August 2004

Venue: Intex Shanghai

Contact: Mr. Yu Jian Rong, Royal Dutch Jaabeurs China & Keylong Exhibitions Service Co., Ltd., E19AB, Strength Plaza, New Hongqiao Business Square, No. 600 Tianshan Road, Shanghai 200051, Tel: ++86-21 52896776, Fax: ++86-2152896090, E-mail: [cbcexpo@keylong.com](mailto:cbcexpo@keylong.com)

**Haining Leather & Fur Fair**

Date: September 2004

Venue: Haining Exhibition Center, Zhejiang province

Contact: Ms. Barbara Lee, Lee's Market Makers Inc, Rm. 203, Lan Tian Building, 2164 Jia, Si Ping Rd, Shanghai, 200433; Phone: +(8621)5505-0705; Fax: +(8621) 5505-2630; Email: [barbara@public.sta.net.cn](mailto:barbara@public.sta.net.cn).

**Food & Hotel China 2004**

Date: September 14 - 17, 2004

Venue: Intex Convention Center, Shanghai

This large international show has experienced sustained growth over the 11 past years, to the satisfaction of American and European exhibitors alike. ATO Shanghai will again provide on-site services for U.S. companies that participate in this show.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: [nancy@hkesmontnet.com.hk](mailto:nancy@hkesmontnet.com.hk) or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: [Comtours@aol.com](mailto:Comtours@aol.com), Internet: [www.fhcchina.com](http://www.fhcchina.com)

**Fall 2004 National Candy & Spirits Fair (Tang Jiu Hui)**

Date: October 2004

Venue: TBD

The fall show of this semi-annual event, also known as the Tang Jiu Hui Fair, possibly the largest domestic food trade show in China, has a strong "local" focus, featuring a wide variety of food, wines and spirits. It attracts more than 50,000 domestic buyers, mostly

wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts and to penetrate new markets within inland China. ATO Shanghai will lead a sales mission to this show.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: frances.wei@usda.gov

### **China National Fisheries & Seafood Expo 2004**

Date: November 2 – 4, 2004

Venue: Qingdao, Shandong Province

This show is Asia's premier seafood and fisheries event, and has been able to attract major seafood importers, wholesalers, and seafood processors. In the last seven years, the successful China National Fisheries & Seafood Expo has been held in Qingdao, Beijing, Dalian and Shanghai. This show is best suited for exporters of frozen seafood, particularly squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. ATO will have representatives at the show to support U.S. exhibitors.

Contact: Sea Fare Expositions, Inc., 1553 NW Ballard Way, Suite 200, Seattle, WA 98107; Phone: (206) 789-5741, Fax: (206) 789-0504, E-mail: china@seafare.com, Internet: www.chinaseafoodexpo.com

### **III. Other Promotional Activities**

U.S. exporters and other organizations interested in participating in or learning more about any of the promotional activities listed below should contact ATO Shanghai for additional information.

#### **A. In-Store and Food Service Promotions**

##### **USA Interiors Promotion, AHEC/AFPA/SEC**

Date April, 2004

Venue: Q & A, Shanghai

ATO Shanghai will team up with AHEC, AFPA and SEC to conduct a first-of-its-kind in-store promotion for U.S. interior wood products at a home improvement center chain in Shanghai. The initial plan is to promote such products as wood flooring, windows, doors, molding and furniture. A showcase US interior will be set up in the stores during the period of the promotion, allowing buyers to select a wide variety of US interior wood products from a single source. This promotion will take advantage of the recent emergence of home improvement centers which allow both homeowners and small decorating companies to source their home-finishing materials from a single source with quality guarantees, rather than wandering through a bewildering maze of storefront suppliers with little if any assurance of quality.

Contact: Mr. Ralph Bean, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [ralph.bean@usda.gov](mailto:ralph.bean@usda.gov)

**Food Service Training**

Date: April/May 2004 (tentative)

Venue: Hangzhou, Zhejiang Province

ATO Shanghai plans to team up with the Zhejiang Culinary Association to provide a seminar and competition for chefs and food-service and purchasing managers. Participants will be recruited from restaurants and hotels in Hangzhou as well as other leading consumer-market cities in Zhejiang. USDA cooperators active in the food service sector will be invited to join and expand their scope. The activity will combine training with a well-targeted PR effort, through major TV and print media. Journalists will also be invited to attend and cover each of the organized events.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [frances.wei@usda.gov](mailto:frances.wei@usda.gov)

**Multi-city Retail Promotion**

Date: May 2004, Tentative

Venue: Suzhou, Wuxi, Jiangsu Province

ATO Shanghai in conjunction with some national-level retailer(s) will hold an in-store promotion in selected eastern China emerging city markets featuring U.S. food and beverage products. ATO Shanghai is currently researching Jiangsu's retail and HRI markets to locate the ideal partner. During the promotion, various activities will take place, such as distribution of DM, on-site performances by entertainers, a lucky draw, and a free tasting. Comprehensive media coverage is also planned for the promotion.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [xu.min@usda.gov](mailto:xu.min@usda.gov)

**Cold Chain Seminar and Workshop**

Date: June 9-10, 2004

Venue: Shanghai International Convention Center

ATO will work with USDA-contracted representatives to host a Cold Chain seminar in Shanghai. A team of USDA and other US-based cold chain and cold storage experts will conduct the Seminar on June 9. The participants of the seminar will represent the following industries: dairy, meat, frozen food, produce, HRI, and will include other ATO contacts interested in improving the logistics and storage of their perishable goods. On June 10, the team will hold three simultaneous technical workshops on cold storage operations, perishable foods retailing, and food safety, to give practical "hands on" training to the invited participants. To optimize the event's success, ATO is building on its relationships with the Shanghai Association of Refrigerated Warehouses and the Shanghai Frozen Food Association, who are co-organizers of the event.

Contact: Ms. Christina Wu, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [christina.wu@usda.gov](mailto:christina.wu@usda.gov)

**Retail and HRI Promotion in Chengdu**

Date: September 2004

Venue: TBD

ATO Shanghai will organize an in-store promotion and retail campaign in Chengdu, Sichuan province, as part of its annual promotional activities. The promotion will feature U.S. packaged foods and beverages, as well as fresh produce, meat and seafood. It will take place in one of the best-performing foreign retail stores in Chengdu, with possible extensions to outlets outside of the city center. In conjunction with the in-store promotion, ATO Shanghai will work with USDA cooperators and product suppliers to conduct training seminars and competitions for chefs and food-service and purchasing managers for incorporating U.S. ingredients in Chinese cuisine. This promotional campaign is designed to expand the presence of American food and agricultural products in Chengdu, a major provincial capital in central China, and an important emerging city market.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [xu.min@usda.gov](mailto:xu.min@usda.gov)

**Convenience Chain Store Promotion**

Date: September 2004

Venue: Lawson, Shanghai

ATO Shanghai will work with the Lawson convenience store chain to organize a first-of-its-kind promotion with a Chinese convenience chain. This initial promotion will focus on a relatively small number of stores in Shanghai proper, as a means for laying the groundwork for future promotions. Shanghai's convenience sector, with an estimated 3,000 stores and state-of-the-art management systems, offers tremendous potential for future promotions. This initial campaign will focus primarily on nuts and dried fruit snacks, but ATO has already received inquiries for future promotions to include heat-and-eat and ready-to-eat products.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [frances.wei@usda.gov](mailto:frances.wei@usda.gov)

**Bakery Promotion**

Date: October 2004

Venue: Shanghai

ATO Shanghai will work with USDA cooperators and U.S. bakery ingredients suppliers to conduct an American food ingredients promotion and hands-on training at one of the most popular bakery chains in Shanghai. Introduced recipes will include dry fruits, tree nuts and many other ingredients that are used in bakery products.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [xu.min@usda.gov](mailto:xu.min@usda.gov)

**B. Trade Missions****FMI Buyer's Team**

Date: May 2004

Venue: McCormick Place, Chicago, IL

ATO Shanghai will lead a buyer team to the Food Marketing Institute (FMI) trade show in Chicago. The buyer team will also conduct a tour of food processing, trade and retail operations in the United States. The purpose of this annual mission is to expose Chinese traders to a large variety of American food products, to help Chinese importers make direct contact with American exporters, to introduce participants to the concept of consolidators, and to generate export sales of American food products.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [xu.min@usda.gov](mailto:xu.min@usda.gov)

**NRA Show Buyer Team**

Date: May 2004

Venue: McCormick Place, Chicago, IL

ATO Shanghai plans to lead another food-service buyer team to the National Restaurant Association (NRA) Show in Chicago, Illinois. This annual mission takes Chinese restaurant owners, chefs, and purchasing managers to the world's largest restaurant show and also provide an opportunity for them to meet U.S. suppliers and/or participate in USDA-sponsored training courses. Chinese chefs are thus exposed to a large variety of American food products through tours of California agricultural operations, visits to fine-dining restaurants, and participation in the largest food show in the U.S., i.e. the NRA show.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [frances.wei@usda.gov](mailto:frances.wei@usda.gov)

**U.S. Exhibitors Trade Mission**

Date: September 2004

Venue: Jiangsu Province

To follow up on the Food & Hotel China 2004 show, ATO Shanghai will lead a trade mission for interested U.S. exhibitors to select eastern China emerging city markets along the Shanghai – Nanjing expressway. The mission will set up promotional activities, e.g., tabletop shows, trade receptions and one-on-one business meetings with the local officials, culinary association, traders, retailers and hotel/restaurant managers.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [frances.wei@usda.gov](mailto:frances.wei@usda.gov)



### C. Trade Reception

#### ATO Shanghai Spring Festival Reception

Date: February 7 2004

Venue: Portman, Shanghai

To celebrate the Spring Festival (Chinese Lunar New Year), ATO Shanghai will host a trade reception for its most valuable business contacts. Attendees include about 200 of the leading importers, distributors, HRI leaders, and traders in Shanghai and the eastern China region, as well as top government officials.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [atos@public.sta.net.cn](mailto:atos@public.sta.net.cn)

#### Great American Barbecue 2004

Date: June, 2004 (tentative)

Venue: TBD

ATO Shanghai's annual Great American Barbecue promotion is now an established and popular trade event. The gala reception gathers over 400 of our most influential agriculture trade, retail, food service, distribution, media and government contacts. U.S. trade groups, enterprises, and commodity associations co-sponsor the barbecue.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: [atos@public.sta.net.cn](mailto:atos@public.sta.net.cn)

### IV. Post Contact and Further Information

U.S. Agricultural Trade Office, Shanghai  
Shanghai Center, Suite 331  
1376 Nanjing West Road  
Shanghai 200040, China  
Phone: (86-21) 6279-8622  
Fax: (86-21) 6279-8336  
E-mail: [atos@public.sta.net.cn](mailto:atos@public.sta.net.cn) or [atoshanghai@usda.gov](mailto:atoshanghai@usda.gov)  
Website: <http://www.atoshanghai.org>

For further information about exporting to China, as well as upcoming events and activities, please visit the ATO Shanghai website [www.atoshanghai.org](http://www.atoshanghai.org). Reports from ATO Shanghai and other ATO offices around the world are also available from the FAS website [www.fas.usda.gov](http://www.fas.usda.gov)